ORDER

Orders Order / Rev: 710018 06298465 Alt Order #: RENACCI FOR CONGRESS Product Desc: WKYC Estimate: 3090 09/05/12 - 09/10/12 Flight Dates: Primary AE: Joe Knauer Original Date / Rev: 09/24/12 / 09/24/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT American Media & Advocacy Grp/ POI Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Lane Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Jim Renacci for Congress Demographic: A35+ New Business Thru: **Product Codes:** PL-US House Representative Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Bill Plan			Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/10/12	29	\$37,125.00	\$31,556.25	September 2012	29	\$37,125.00	\$31,556.25	0.00
					Totals	29	\$37,125,00	\$31,556,25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

1	OI-	01	F1	l	Deserte	Ot = ::4/F::1 T	: D-		0	Data Dai	D. T	0	A
Ln	Ch	Start	End	Inventory Code		Start/End T			Spots	Rate Pri	3 71	Spots	Amount
1	WKYC	09/07/1	2 09/07/12	Late Night	CM	1237a-136a		F :3	0 1	\$500.00 P-2	0.00 NM	1	\$500.00
				Late Night w/Jimr	ny Fallon								
	J FALLO	ON-NBC	<										
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 09/	03/12	09/09/12	F	1	\$500.00	0.00						
2	WKYC	09/07/1	2 09/07/12	M-F 430a-5a	CM	430a-5a		F :3	0 1	\$175.00 P-2	0.00 NM	1	\$175.00
				430a News									
	CH 3 NE	EWS 430)A<										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 09/	03/12	09/09/12	F	1	\$175.00	0.00						
3	WKYC	09/07/1	2 09/07/12	M-F 5-6a	CM	5a-6a		F :3	0 1	\$700.00 P-2	0.00 NM	1	\$700.00
				Channel 3 News	@ 5AM								
	CH3 NE	WS SUN	NRS										
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 09/	03/12	09/09/12	F	1	\$700.00	0.00						
4	WKYC	09/07/1	2 09/07/12	M-F 7-730p	CM	7-730p		F :3	0 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
				Channel 3 News	at 7P								
	CH 3 NV	NS AT 7	<										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 09/	03/12	09/09/12	F	1	\$1,200.00	0.00						
5	WKYC	09/07/1	2 09/07/12	M-F 730-8p	CM	730-8p		F :3	0 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
				Entertainment To	night	•							
	ENT TO	NIGHT 3	30<		-								
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 09/	03/12	09/09/12	F	1	\$1,200.00	0.00						
												-	

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Order / Rev: 710018 Advertiser: Jim Renacci for Congress

Alt Order #: 06298465 Product Desc: RENACCI FOR CONGRESS WKYC

Flight Dates: 09/05/12 - 09/10/12 Estimate: 3090

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
6 WKYC	09/10/1	2 09/10/12	Late Night Late Night w/Jimr	CM	1237a-136a	M	:30	1	\$475.00 P-2	0.00 NM	1	\$475.00
J FALLO	ON-NBC	<	Late Night W/Jimi	ny Fanon								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12 2 09/10/12	M M-F 430a-5a	CM	\$475.00 430a-5a	0.00 M	:30	1	\$175.00 P-2	0.00 NM	1	\$175.00
7 WKTO	03/10/1	2 03/10/12	430a News	OW	450a 5a	141	.50		ψ173.001 2	0.00 14101		ψ170.00
	EWS 430					5						
Sta Week: 09/	rt Date 10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00						
		2 09/10/12	M-F 5-6a	CM	5a-6a	M	:30	1	\$650.00 P-2	0.00 NM	1	\$650.00
OU O NE	OLIN	IDO	Channel 3 News	@ 5AM								
	WS SUN	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	M	1	\$650.00	0.00						
9 WKYC	09/10/1	2 09/10/12	M-F 5-6p	CM	5р-6р	M	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.00
DR. PHI	ı		Dr. Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	10/12	09/16/12	M	1	\$1,000.00	0.00						
10 WKYC	09/10/1	2 09/10/12	Mon Prime Other	CM	Various (8:00 PM-10:0	M	:30	1	\$6,500.00 P-2	0.00 NM	1	\$6,500.00
THE VO	ICE		Monday Prime Of	u iei	(0.00 FIVI-10.0	JO FIVI)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	M	1 CM	\$6,500.00	0.00	.20		\$4 600 00 D 2	0.00 NM	4	\$4.600.00
11 WKYC	09/08/1	2 09/08/12	Saturday Night Liv Saturday Night Li		1130p-107a (11:30 PM-1:0		:30	1	\$1,600.00 P-2	U.UU INIVI	1	\$1,600.00
SAT NIT	E LIVE		3			,						
Sta Week: 09/	rt Date	End Date 09/09/12	Weekdays S-	Spots/Week 1	Rate \$1,600.00	Rating 0.00						
		2 09/08/12	Sat 7-8p	CM	7-8p	S-	:30	1	\$650.00 P-2	0.00 NM	1	\$650.00
			Sat 7-8p		- 1				,			,
ET WEE	KEND rt Date	End Data	Wookdays	Spots/Week	Poto	Rating						
Week: 09/		End Date 09/09/12	<u>Weekdays</u> S-	<u>3pots/week</u>	<u>Rate</u> \$650.00	0.00						
13 WKYC	09/09/1	2 09/09/12	Post NFL News	CM	Various	S	:30	1	\$2,400.00 P-2	0.00 NM	1	\$2,400.00
CH 3 N/	NS AT 1	1	LN Sun Follows N	NFL								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	S		+ /	0.00						
14 WKYC	09/09/1	2 09/09/12	SUN TDY NBC Today Shov	CM	8a-9a	S	:30	1	\$1,400.00 P-2	0.00 NM	1	\$1,400.00
SUN TO	DAY-NB	BC	NDC Today Show	v (Su)								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	Tonight Show	CM	\$1,400.00 1135p-1237a	0.00	:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
10 WKIC	09/00/1	2 09/00/12	Tonight Show	Civi	1135p-1237a	1	.30	'	φ/30.00 F-2	O.OO INIVI	'	φ130.00
	SHW-N											
Sta Week: 09/	rt Date 03/12	End Date 09/09/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
		2 09/06/12	Late Night	CM	1237a-136a	T	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
. =			Late Night w/Jimr	my Fallon								
	ON-NBC< rt Date	<pre>< End Date</pre>	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	T	1	\$500.00	0.00						
18 WKYC	09/06/1	2 09/06/12	M-F 430a-5a	CM	430a-5a	T	:30	1	\$175.00 P-2	0.00 NM	1	\$175.00
CH 3 NE	EWS 430	1Δ~	430a News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	03/12	09/09/12	T	1	\$175.00	0.00						
19 WKYC	09/06/1	2 09/06/12		CM	5a-6a	T	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00

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Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			M-F 5-6a Channel 3 News	@ 5AM								
	EWS SUN				_						Ī	
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 09/		09/09/12		1	\$700.00	0.00 T	.20		\$750.00 D.0	0.00 NM	1	Ф 7 ЕО ОО
20 WKYC	09/06/1	2 09/06/12	M-F 5-6p Dr. Phil	CM	5p-6p	1	:30	1	\$750.00 P-2	U.UU INIVI	'	\$750.00
DR. PH	IL		D1. 1 1									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	T	1	\$750.00	0.00						
21 WKYC	09/06/1	2 09/06/12	M-F 7-730p	CM	7-730p	T	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
CH 3 NI	WS AT 7	_	Channel 3 News	at 7P								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	T	1	\$1,200.00	0.00						
22 WKYC	09/06/1	2 09/06/12	M-F 730-8p	CM	730-8p	T	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
			Entertainment To	night								
	ONIGHT 3					5						
Sta Week: 09/	rt Date	End Date 09/09/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
		2 09/05/12	Tonight Show	CM	1135p-1237a		:30	1	\$750.00 P-2	0.00 NM	1	\$750.00
25 WKTO	09/03/1	2 03/03/12	Tonight Show	Civi	1135p-1237a		.50	'	Ψ130.001 -2	O.OO INIVI	· '	Ψ130.00
TONITE	SHW-N	BC<	· · · · · · · · · · · · · · · · · · ·									
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	W	1	\$750.00	0.00						
24 WKYC	09/05/1	2 09/05/12	Late Night	_ CM	1237a-136a	W	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
JEALL	ON-NBC	_	Late Night w/Jimi	my Fallon								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					Ī	
Week: 09/		09/09/12	W	1	\$500.00	0.00						
25 WKYC	09/05/1	2 09/05/12	M-F 430a-5a	CM	430a-5a	W	:30	1	\$175.00 P-2	0.00 NM	1	\$175.00
			430a News									
	EWS 430		M/s shalsass	01-00-1	Data	Datie						
Sta Week: 09/	rt Date	End Date 09/09/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00					ł	
		2 09/05/12	M-F 5-6a	CM	5a-6a	W	:30	1	\$700.00 P-2	0.00 NM	1	\$700.00
20 With	00/00/1	2 00/00/12	Channel 3 News	_	04 04		.00	•	ψ/00.001 2	0.00 14101		ψ/ 00.00
CH3 NE	EWS SUN	NRS										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	W	1	\$700.00	0.00			*			
27 WKYC	09/05/1	2 09/05/12	M-F 7-730p Channel 3 News	CM	7-730p	W	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
CH 3 N	WS AT 7	<	Channel 3 News	al /F								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	/03/12	09/09/12	W	1	\$1,200.00	0.00						
28 WKYC	09/05/1	2 09/05/12	M-F 730-8p	CM	730-8p	W	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
CNT TO	NIIOLIT (20	Entertainment To	night								
	ONIGHT 3 ort Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	W	1	\$1,200.00	0.00						
29 WKYC	09/05/1	2 09/05/12	NFL Regular Sea	son Fo@M	NFL Football		:30	1	\$7,500.00 P-2	0.00 NM	1	\$7,500.00
			NFL Football		(8:30 PM-11:3							
		AL@NYG			_							
	rt Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate	Rating						
Week: 09/		09/09/12		1	\$7,500.00	0.00	.20		¢1 200 00 D 2	0.00 8184	4	¢4 000 00
30 WKYC	09/05/1	2 09/07/12	M-F 7-730p Channel 3 News	CM at 7P	7-730p	WTF	:30	1	\$1,200.00 P-2	U.UU INIVI	1	\$1,200.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	WTF		\$1,200.00	0.00						
										Totala	20	¢27.125.00